

Boston Redevelopment Authority

Robert J. Ryan, Director

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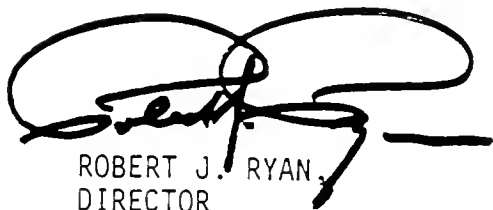
PREFACE

ROBERT J. RYAN, DIRECTOR
Boston Redevelopment Authority

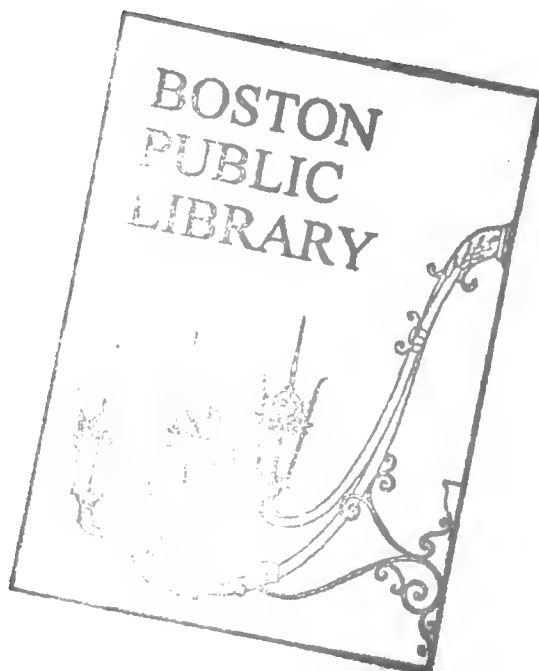
The Boston Redevelopment Authority is currently engaged in a comprehensive effort to analyze the market characteristics of the Downtown Boston retail sector and develop economic strategies to enhance its performance.

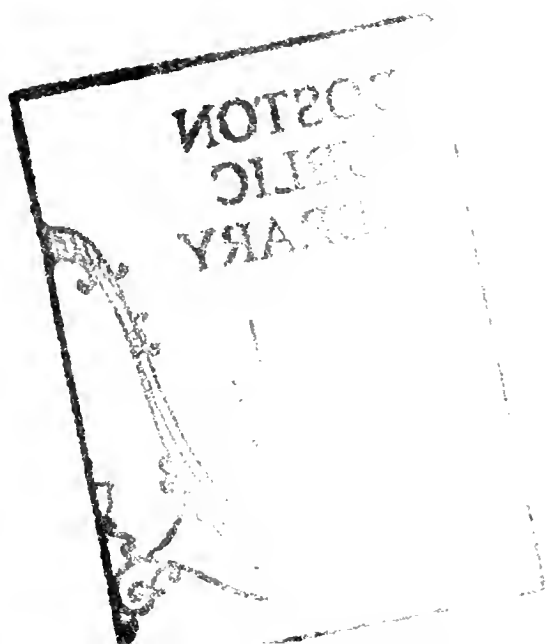
As part of this effort, the consulting firm of Melvin F. Levine & Associates, Columbia, MD, has produced on behalf of the Boston Redevelopment Authority, the attached inventory of Retail Use in the Downtown Crossing District.

We are happy to make this separable element of the analysis effort available to you at the present time and encourage your interest in, and input to, the ongoing effort.



ROBERT J. RYAN,
DIRECTOR





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AN INVENTORY OF RETAIL AND PERSONAL SERVICE ESTABLISHMENTS IN THE DOWNTOWN CROSSING AREA, BOSTON, MASSACHUSETTS

Introduction and Summary

An inventory of retail and selected personal service establishments in the Downtown Crossing area of Boston's Central Business district was conducted in May and June 1982, on behalf of the Boston Redevelopment Authority by Melvin F. Levine & Associates, Inc. in the course of an analysis of retail sales performance in the area undertaken with the support of a grant from the Federal Urban Mass Transit Administration (UMTA).

The Downtown Crossing Inventory Area defined for this work (see Downtown Boston map, page 2) is bounded generally by Tremont Street on the west, Boylston and Essex Streets on the south, Devonshire Street on the east, and Cornhill Street (City Hall Square) on the north: an area of approximately 65 acres.

Information was obtained from 540 establishments on: kind of business; floor area; ground floor area; number of employees (full time and part time); and whether an independent or chain operation.

A summary table of information is set forth on page 3.

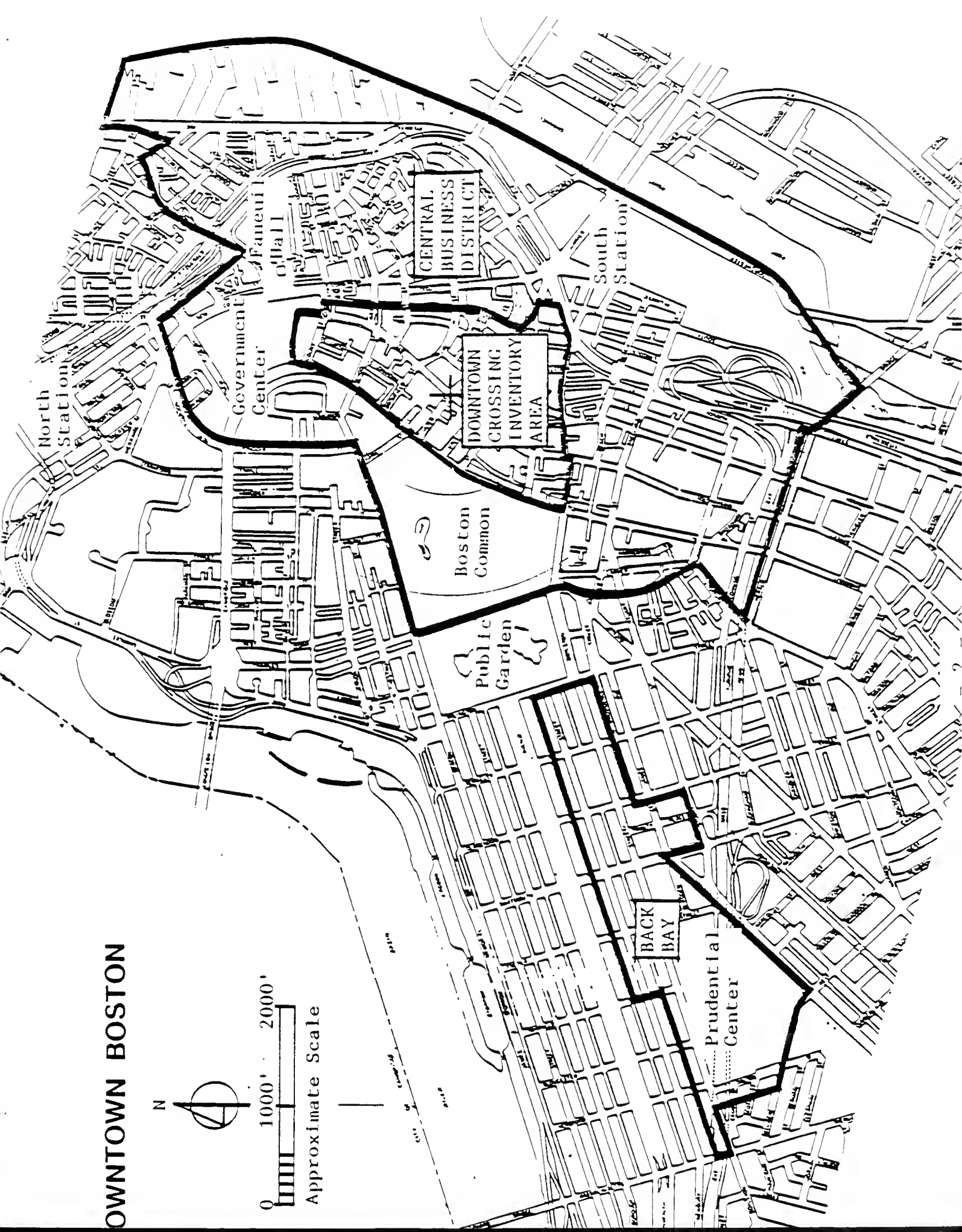
A detailed table of inventory information is set forth on page 8.

DOWNTOWN BOSTON



0 1000' 2000'

Approximate Scale



SUMMARY TABLE

INVENTORY OF RETAIL AND PERSONAL SERVICE ESTABLISHMENTS IN THE DOWNTOWN CROSSING AREA

Kind of Business	Number of Establishments	Floor Area (sq. feet)	Ground Floor Area (sq.ft.)	Number of Employees	Independent	Chain Store
General Merchandise /a	9	1,020,000	171,000	2,725	3	6
Apparel and Accessories /b	80	272,000	118,000	693	42	38
Furniture, Home Furnishings etc. /c	18	75,000	32,000	131	9	9
Subtotal	107	1,367,000	321,000	3,549	54	53
Miscellaneous Retail /d	231	381,000	170,000	1,432	195	36
Subtotal	338	1,748,000	491,000	4,981	249	89
Food Sales /e	13	31,000	23,000	129	2	11
Eating and Drinking Places /f	73	248,000	128,000	1,527	47	26
Personal Services /g	112	114,000	31,000	392	97	15
Subtotal of all above	536	2,141,000	673,000	7,029	395	141
Entertainment /h	4	31,000	31,000	62	1	3
Total	540	2,172,000	704,000	7,091	396	144

a. Department Stores, Variety Stores, Miscellaneous General Merchandise Stores.

b. Men's, Women's, Family Clothing; Shoes; Furriers; Accessories.

c. Includes Radio, Television, Record, Computer, Electronics Stores.

d. Includes Book, Camera, Fabric, Gift, Hearing Aid, etc. Stores; includes 112 Jewelry Stores of which 99 are on upper floors in various buildings.

e. Includes Groceries, Candy, Nuts, Bakeries, Natural Foods Stores.

f. Includes Lunch Counters, Restaurants, Bars.

g. Includes Beauty and Barber Shops, Watch and Jewelry Repair, Copying Shops.

h. Includes Moving Picture Theaters and Amusement Centers.

Methodology

The Downtown Crossing Inventory Area boundary line was drawn to encompass an area within which there was reasonably continuous retail store development along major streets. The western boundary was established by the Boston Common along Tremont Street. The southern, eastern and northern boundary limits occur at points that are approximately five minutes walking distance from Filene's and Jordan Marsh, the two department stores in downtown Boston.

A list of known and possible retail and personal service establishments along each street in the inventory area was compiled from the Polk Directory, December 1981, which lists by street address the occupants of all of the buildings in the city.

The survey team visited each establishment on the list; obtained inventory information from those establishments located as listed; and made changes in the list appropriate to changes in the field. Some locations were vacant. In some cases, retail establishments had been replaced by non-retail firms. And in some cases retail establishments other than those listed occupied the locations. The survey team also obtained information from retail establishments not in the Directory but discovered in the field.

The surveyor asked to speak with the owner or manager of each establishment that was visited, and asked for the following information:

- a. Kind of business: (e.g. men's clothing, beauty shop, etc.);
- b. Floor area: selling space, by floor if applicable;
storage space, by floor if applicable;
- c. Number of employees (including proprietor if employed):
full time and part time;
- d. Independent business or chain store ?
- e. Space owned or rented ?

If the owner or manager was not available on the first visit, a second visit was made. If an authoritative source of information still was unavailable, the surveyor obtained some of the information by observation (kind of business, floor area), and a follow-up telephone call was made to obtain additional information and to verify the information obtained by observation.

Information for the three largest establishments in the Downtown Crossing area -- Filene's, Jordan Marsh, and Woolworth's -- was obtained by telephone from officials of each firm. And information for approximately 100 establishments on the upper levels of the three "jewelers" buildings -- 333, 373 and 387 Washington St. -- was obtained by telephone on a sample basis. The total number of establishments was

ascertained; a 21 per cent sample of these establishments was telephoned for information; the sample results were expanded to conform with the estimated total area in the buildings; the information for retail establishments was recorded for the inventory. The jewelers buildings contain retail, wholesale, and retail/wholesale businesses. The retail/wholesale establishments were recorded as retail. Upper floor jewelry stores comprise 18 per cent of the total number of establishments reported in the survey but account for only 4 per cent of the floor area and 7 per cent of the employees in the survey population.

The establishments surveyed were classified by Standard Industrial Classification (SIC) codes. In certain categories, such as "5999 -- Miscellaneous Retail", additional codes were created for significant subgroups, e.g. "5999 Op" for Optical and Hearing Aids stores, and "5999 C" for Coin and Stamps stores.

Finally, floor areas reported for some establishments were adjusted to reflect conditions that exist in modern shopping centers, in order to create a data base that will be useful for comparative analysis with other retail centers in the Boston area. In many locations downtown stores have large areas in basements or upper floors available for storage at very low cost or at no cost. In such situations, the areas were adjusted so that the storage components would not

exceed 20 per cent of total floor area reported.

Acknowledgements

Ms. Sheila Selby and Ms. Shari Yuen, associated with Melvin F. Levine & Associates, Inc., served as joint project managers for this inventory. They organized the work on a day by day basis, collected the survey information, coded and arrayed the inventory information, and prepared the project report draft. The final report was prepared by Melvin F. Levine.

Barry Abramson of the Boston Redevelopment Authority provided continual on-site direction and technical assistance during the entire survey.

The survey was undertaken with the support of the Downtown Crossing Association.

Most importantly, the owners, managers and employees of the establishments that were surveyed in the Downtown Crossing area participated graciously in providing the information reported in this inventory.

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DETAILED TABLE: INVENTORY OF RETAIL AND PERSONAL SERVICE ESTABLISHMENTS IN
DOWNTOWN CROSSING AREA, BOSTON, MASSACHUSETTS

SIC Code	Kind of Business	Estab- lishments (Number)	Floor Area (sq.ft.)	Ground Floor (sq.ft.)	Employees			Indepen- dent	Chair
					Total No.	Full time	Part time		
53	GENERAL MERCHANDISE	9	1,020,000	171,000	2,725	na	na	3	0
5311	Department Stores	2	(D)	(D)	(D)			0	2
5331	Variety Stores	3	(D)	(D)	(D)			0	3
5399	Misc. Gen. Merch.	4	(D)	(D)	(D)			3	1
56	APPAREL & ACCESSORY	80	271,850	117,840	693	452	241	42	38
5611	Men's Clothing	8	16,600	15,600	47	38	9	5	3
5611F	" Formal	3	(D)	(D)	(D)			3	0
5611L	" Large Sizes	2	(D)	(D)	(D)			1	1
5621	Women's Clothing	11	70,700	46,900	147	80	67	6	5
5621L	" Large Sizes	2	(D)	(D)	(D)			0	2
5631	Women's Accessories	5	2,850	2,300	23	14	9	4	1
5651	Family Clothing	4	(D)	(D)	(D)			2	2
5661M	Men's Shoes	5	8,250	4,600	30	17	13	1	4
5661W	Women's Shoes	18	40,725	21,490	102	85	17	5	13
5661F	Family Shoes	7	23,700	10,050	63	37	26	1	6
5671	Custom Tailors	2	(D)	(D)	(D)			2	0
5681	Furriers	7	11,300	-0-	28	22	6	7	0
5699	Misc. Apparel & Access.	6	16,715	5,900	61	50	11	5	1
57	FURNITURE, HOME FUR- NISHINGS & EQPT.	18	74,970	31,975	131	102	29	9	9
5712	Furniture	4	(D)	(D)	(D)			4	0
5719	Misc. Home Furnishings	5	6,350	4,900	22	21	1	4	1
5722	Sewing Machines	1	(D)	(D)	(D)			0	1
5732	Radio, TV, Phono, Com- puters, Electronics	7	25,710	15,025	65	46	19	1	6
5733R	Records, Tapes	1	(D)	(D)	(D)			0	1
59	MISCELLANEOUS RETAIL	231	381,000	170,000	1,432	1,043	389	195	36
5912	Drug & Proprietary	10	32,790	30,740	144	55	89	2	8
5921	Liquor	1	(D)	(D)	(D)			1	0
5933	Pawn	1	(D)	(D)	(D)			1	0
5941	Sporting Goods	4	(D)	(D)	(D)			2	2
5942	Books	10	55,560	24,360	123	50	73	6	4
5943	Stationery	9	17,990	9,270	74	59	15	8	1
5944G	Jewelry (Ground Floor)	13	35,705	22,420	194	165	29	10	3
5944U	" (Upper Floors)	99	86,128	-0-	479	405	74	99	0
5945	Toys, Games	4	(D)	(D)	(D)			4	0
5946	Cameras	6	5,900	4,225	36	29	7	5	1
5947	Gifts, Novelties	9	14,140	9,330	46	23	23	7	2
5948	Leather Goods, Luggage	5	27,340	8,500	39	33	6	4	1
5949	Fabric, Sewing	6	23,820	15,400	38	20	18	3	3
5992	Flowers	2	(D)	(D)	(D)			2	0
5993	Cigars, Tobacco	3	(D)	(D)	(D)			1	2
5994	Newsstands	10	3,440	400	24	16	8	7	3

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